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FOOD/BEVERAGE AND ACCOMMODATION

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ALBERTA
TOURISM
EDUCATION
COUNCIL

B a r t e n d e r CERTIFICATION STANDARDS

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Printed March, 1989.

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Bartender CERTIFICATION STANDARDS



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The council works in
cooperation with:
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Alberta Culinary
Arts Foundation
Alberta Hotel
Association
Alberta Restaurant and
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Association
Motel Association
of Alberta
Tourism Industry
Association of Alberta
Alberta Tourism
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▼ Introduction

In Alberta, tourism is big business. Alberta's tourism/hospitality industry presently creates an estimated 100,000 full-time, part-time and seasonal jobs. By the year 2000, tourism has the potential to provide 220,000 jobs for Albertans.

This tremendous growth potential represents both an opportunity and a challenge.

The Alberta Tourism Education Council is responding to that challenge. We are working to put together a comprehensive network of education and training programs. We want to help those people who are currently working in tourism to expand their skills and move ahead in the industry. We also want to attract energetic and talented individuals to the many exciting and rewarding career opportunities in tourism.

One of the important initiatives we have undertaken is the development of individual certification standards for a wide range of tourism occupations. This province-wide system of certification is a major advance for Alberta's tourism/hospitality industry. It provides a special opportunity for us to work with our partners in education, government and industry, while certification itself provides individuals with the opportunity to demonstrate their skills, challenge an examination and receive an industry recognized certificate from the Alberta Tourism Education Council.

Certification will enable employees and employers to further their career development goals. Certification will also lead to an enhanced image of the career opportunities available within the tourism/hospitality industry.

If you would like more information on how you can benefit from these certification standards, please call or write:

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▼ Standards

▼ What Are They?

Standards are those points of reference from which measurements may be made. We often hear the question – “Does this person meet the industry standard?” Yet in many instances, we haven’t exactly defined what “industry standard” means to the different people who work in the four major sectors of the Tourism Industry. Clearly, many very different perceptions of “industry standards” exist.

The mandate of the Training and Certification Committee of the Alberta Tourism Education Council is to bring together industry representatives, educators, government, and all stakeholders to help define these industry standards. The challenge this task presents is immense but what it represents is an exciting step toward the pooling of resources by all levels of the Tourism Industry.

▼ Why Do We Want To Define Standards?

For too long, people working within the Tourism Industry have been labelled as unskilled workers. The stereotype is far from the truth.

The time has come to generate greater public awareness of the variety and complexity of tourism occupations. As a major step in developing this new awareness, the Accreditation Program of The Alberta Tourism Education Council will provide opportunities for those within the Industry to earn official credit for their educational and/or work experience.

By defining standards we help to increase awareness of the competencies required for each occupation involved and describe all the skills, knowledge-levels and attitudes required of professional members of the world’s fastest growing industry.

▼ Who will Benefit from Standards and How?

In the long run, everyone benefits from the defining, implementing and monitoring of performance in relation to predetermined industry standards. By maintaining or raising standards, local and visiting consumers benefit as well as those professionals who meet or exceed the standards. Some of the specific groups who can benefit from the development of standards are:

Employers/Owners

- ▼ Standards help to define areas where their employees must be proficient. This helps with recruiting, training and development of staff members.
- ▼ Used as a checklist, standards help to ensure that all areas of the business which are employee-driven are being satisfied.
- ▼ As a basis for developing programs which lead to certification, standards provide employers with a more highly-trained work force.

Occupational Professionals

(those already working within Industry)

- ▼ Standards help to identify career paths.
- ▼ Occupational Professionals benefit through an enhanced public image.
- ▼ Standards provide the basis for challenge, self improvement and advancement.
- ▼ Standards supply a framework for certification. Credit is earned on the basis of experiential and educational credibility.

- ▼ With expectations more clearly defined, standards help to provide higher and more measurable levels of performance leading to an enhanced individual self-concept.

Students

- ▼ Are assisted in visualizing all career options in the Tourism Sector, leading to informed decisions regarding career paths in Tourism.
- ▼ The Tourism Industry is promoted as a viable and fulfilling career choice.

Educators

- ▼ Standards provide the basis for the curriculum and program development necessary for certification from the Alberta Tourism Education Council.
- ▼ Awareness of the complexity of occupations within the Tourism/Hospitality Industry is enhanced through establishing standards.
- ▼ Existing and future Occupational Professionals are provided with frameworks for enlightened and practical training programs.
- ▼ Educational expertise is channelled to the areas of industry where it is needed and applicable.

▼ Where Do We Go From Here?

The Alberta Tourism Education Council has a mandate to facilitate the development of Standards and Certification for all occupational areas of: i) Food/Beverage and Accommodation Sectors ii) Tour and Travel iii) Attractions iv) Ski Resorts.

The Standards presented in this booklet are for the occupational area of Bartender. Additional standards are being developed and validated on an ongoing basis by Industry for every occupation in the Food/Beverage and Accommodation area.

Soon, individuals from all sectors will be able to use the standards as a measure of performance in their chosen occupation.

▼ How Do You Read Or Understand The Information Contained In This Booklet?

It's actually very simple in that:

Major skills –

represent the general area where the occupational professional demonstrates competence.

Enabling Skills –

are the many individual competencies which make up the general area of competence.

Core Skills –

are transferable to the entire industry, and are not limited to one specific occupation.

Specific Skills –

apply specifically to a stated occupation.

Knowledge Tasks –

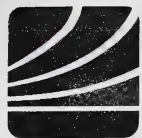
comprise what an individual has to know to perform their job.

Performance Tasks –

are processes that the Occupational Professional has to carry out.

Attitudinal Tasks –

represent a positive way of thinking and approaching the tasks at hand.



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Certification Standards Bartender

Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
I. Knowledge of Food & Beverage Server Tasks					
	This information is contained in the Skill Profile Chart for Food/Beverage Server and the Food/Beverage Server – Certification Standards previously developed by the Alberta Tourism Education Council. Knowledge of these standards and their associated skills becomes the first requirement for certification as a Bartender.				
II. Explain General Government Liquor Regulations	1. Identify the major categories of liquor licenses	Core	Describe beverage room permit Describe beer vendors license Describe club premises license Describe dining lounge license Describe lounge license Describe management lounge		
	2. State basic rules for serving minors	Specific	Describe laws concerning minors within licensed premises Describe laws concerning minors repairing bar equipment Describe acceptable forms of proof-of-age		
	3. State other legal aspects of liquor control	Specific	Describe role of liquor inspector Describe rules concerning		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
			advertising and promotion of liquor		
	4. Demonstrate general techniques for serving intoxicated customers	Specific	Discuss issue of responsibility in serving alcohol	Demonstrate intervention techniques Demonstrate non-confrontation methods of refusing alcohol service	Describe general approach to dealing with intoxicated customers
III. Apply Sanitation and Safety to Bar Service Area	1. Maintain cleanliness of service area	Specific		Check/wipe all areas of bar for sticky residue Keep service counter dry Instruct service staff when garnishing drinks to avoid accidents Maintain constant cleaning	
	2. Maintain floor area	Specific		Keep floor dry and clean Use floor mat in service area	
	3. Dispense ice safely	Core		Never use hands to dispense ice Never scoop ice using glassware	
	4. Monitor/maintain bar equipment daily	Specific	Describe procedures for dismantling espresso machine Describe operating of common ice making machine	Check glass washer Check blender Check bar coolers Check ice machine Check ice crushers Check other miscellaneous machines	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
IV. Demonstrate Product Knowledge	1. Identify basic glassware	Specific	Identify basic glassware		
	2. Identify basic categories of drinks	Specific	State the categories Describe stir drinks Describe build drinks Describe blend drinks Describe specialty hot drinks Describe shooters Describe non-alcohol drinks		
	3. Describe aperitifs	Specific	Explain history of the drink Explain how liquor/spirits are made Explain purpose of drink List examples of drink Explain how best served		
	4. Describe hiballs	Specific	Explain history of drinks Explain how liquor/spirits are made and maximum proof allowed Explain purpose of drink List examples of drink Explain how best served		
	5. Describe cocktails	Specific	Explain history of drink Explain how liquor/spirits are made and maximum proof allowed Explain purpose of drink List examples of drink Explain how best served		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	6. Describe dessert drinks	Specific	<p>Explain history of drink</p> <p>Explain how liquor/spirits are made and maximum proof allowed</p> <p>Explain purpose of drink</p> <p>List examples of drink</p> <p>Explain how best served</p>		
	7. Describe liqueurs and brandies	Specific	<p>Explain history of drink</p> <p>Explain how liquor/spirits are made and maximum proof allowed</p> <p>Explain purpose of drinks</p> <p>List examples of drink</p> <p>Explain how best served</p>		
	8. Describe shooters (pousse cafe)	Specific	<p>Explain history of drink</p> <p>Explain how liquor/spirits are made and maximum proof allowed</p> <p>Explain purpose of drink</p> <p>List examples</p> <p>Explain how best served</p>		
	9. Describe specialty hot drinks	Specific	<p>Explain history of drink</p> <p>Explain how liquor/spirits are made</p> <p>Explain purpose of drink</p> <p>List examples</p> <p>Explain how best served</p>		
	10. Describe beers and ciders	Specific	<p>Explain history of drink relationship</p> <p>Explain history of drink</p>		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	10. Beer and ciders (cont.)		<p>Explain how made and know the % of alcohol in</p> <p>Explain purpose of drink</p> <p>List examples</p> <p>Explain how best served</p>		
	11. Describe non-alcoholic drinks	Specific	<p>Explain history of drink</p> <p>Explain how made</p> <p>Explain purpose of drink</p> <p>List examples</p>		
	12. Describe wine & champagne	Specific	<p>Explain how best served</p>		
V. Organize and Stock Bar	1. Check and memorize supplies	Specific	<p>Determine position of stock rooms and contents</p> <p>Study liquor menu</p> <p>Read food menu</p> <p>Determine traffic patterns at bar</p> <p>Apply bar layout to supply accessibility</p>		
	2. Stock glassware	Specific	<p>Determine order of glassware to use if clean supply runs out</p>	<p>Stock glassware based on business volume</p> <p>Stock hiball glasses</p> <p>Stock beer/wine glasses</p> <p>Stock liquor glasses</p>	
	3. Stock juices, mixes and ingredients	Specific	<p>Determine number of mixes based on storage and business volume</p>	<p>Stock juices</p> <p>Stock milk</p> <p>Stock soft drinks</p> <p>Stock syrups</p>	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
				Stock rum mix Stock ice tea mix Stock miscellaneous	
	4. Prepare garnishes and accessories	Specific		Prepare olives/ onions/ lemon/ lime/ celery salt/ tabasco Prepare celery sticks Prepare fruit Prepare salt and sugar Prepare cinnamon sticks Stock straws and stir sticks	
	5. Stock bar tools	Specific		Check glass/ stainless steel shaker Stock long bar spoon Stock bottle opener Stock can & wine openers Stock funnel Stock strainer Stock peeler Stock bar knife Stock cutting board Stock spare speed spouts & shot glasses	
	6. Review stock of liquor, beer, wine	Specific	Determine high demand products and stock accordingly	Position and maintain back-up bar supply Set up liqueur/ premium/ deluxe stock Maintain personal running count of available stock in storage	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	7. Stock ice	Specific		<p>Ensure bar well stocked with ice</p> <p>Prepare stand-by buckets of ice</p> <p>Monitor ice machine</p>	
VI. Apply Service Skills	1. Handle glassware appropriately	Specific		<p>Hold glass by base or stem</p> <p>Never touch rim of glass</p>	
	2. Pour shots accurately	Specific		<p>Lean body close to counter</p> <p>Hold measuring glass appropriately</p> <p>Hold measuring glass and spout close to glass</p> <p>Pour liquor to avoid spilling</p> <p>Practice pouring to increase skill</p>	
	3. Organize glassware on service line	Specific	<p>Develop strategy to deal with multiple orders</p> <p>Memorize most popular drinks</p> <p>Form mental pictures of where drinks sit in line-up</p>	Demonstrate personal style in glass set-up	
	4. Prepare mixed drinks	<p>Specific</p> <p>Specific</p>	<p>State the order of pouring</p> <p>State the general method of preparation</p>	<p>Prepare mixed drinks</p> <p>Prepare built drinks</p> <p>Prepare shake drinks</p>	
	5. Increase speed of service	Specific		<p>Demonstrate 2-handed service</p> <p>Practice carrying glasses/ bottles</p>	



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
				Free hands while working with coolers	
VII. Demonstrate Cost Control	1. Describe bartender's role in business	Core	Explain the cyclical nature of business Explain planning and budgeting Explain operations Explain evaluation of outcomes Explain return to planning stage		
	2. Determine ingredient costs	Specific	Read stock catalogues Explain operations State sources of bar supplies	Calculate ingredient costs of drinks	
	3. Explain costing	Core	State the types of costing State the formula for percentage costs State the formula for mark-ups	Calculate percentage costs Calculate mark-ups	
	4. Demonstrate inventory and stock control	Specific	Explain bar stock	Measure quantities of existing stock Calculate extensions Rotate stock Order stock from suppliers	
VIII. Explain the Role of Bartender	1. What is bartending?	Core	Explain increasing sales as an outcome of bartending Explain the life-role value of the bartender Explain the procedures needed to tend bar Explain techniques needed to tend bar		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	2. Explain increased sales as a goal of bartending	Core	<p>Describe increased professional status of the bartender</p> <p>Describe positive attitude in service</p> <p>Describe knowledge of product</p> <p>Describe accuracy in service</p> <p>Describe entertaining the customer</p> <p>Describe suggestion selling</p>	<p>Welcome the customer as your guest</p> <p>Avoid routinizing your approach</p>	Stress the positive "first impression"
	3. Explain the life-role value of a bartender	Core	<p>Describe the values fulfilled by restaurant business</p> <p>Describe the career of bartender as it relates to the restaurant business</p> <p>Describe methods to maintain salience</p> <p>Identify the elements of life-role value of bartender</p> <p>Explain the salience of life-role value of bartender</p>		
	4. Explain the procedures needed to tend bar	Core	<p>Describe house policy and regulations</p> <p>Describe general government liquor regulations</p> <p>Describe general sanitation and safety procedures</p> <p>Describe applying sanitation and safety to bar service area</p> <p>Describe product knowledge</p> <p>Identify the procedures needed to tend bar</p>		
	5. Explain the techniques needed to maximize supervision	Core	<p>Describe basic communication skills</p> <p>Describe organizing and stocking the bar</p>		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
			Describe service skills Describe demonstrating cost control Describe cashier skills Identify the techniques		
IX. Maintain Job satisfaction as a Bartender	1. Suggest changes to bar layout	Specific	Assess location of stock relative to service area	Suggest changes to stock layout Adjust/improve or adapt to dishwasher/sink layout	
	2. Create new drinks	Specific	Familiarize self with taste of products Familiarize self with appearance of products Assess various presentation styles	Experiment with different styles following sales trends Confer with management on ideas	Listen to customer suggestions
	3. Emphasize customer service	Core		Welcome the customer as your guest Avoid routinizing your approach	Stress the positive "first impression"
	4. Maintain awareness of industry	Specific	Maintain knowledge of industry trends		
	5. Identify the types of publications	Specific	Describe weekly publications Describe monthly publications Describe books Describe food service industry publications		



Major Skills	Enabling Skills	Level	Knowledge Tasks	Performance Tasks	Attitudinal Tasks
	6. Pursue other means of maintaining awareness	Specific		<p>Visit and assess the competition</p> <p>Attend wine-tasting seminars by wine representatives</p>	



FOOD/BEVERAGE AND ACCOMMODATION



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C O U N C I L**

Bartender SKILL PROFILE CHART

Skill Profile Chart

Bartender

I Knowledge of Food and Beverage Server Skills

1 Explain House Policy and Regulations

2 Maintain Sanitation and Safety Procedures

3 Prepare for Service

4 Apply Selling and Ordering Techniques

5 Serve Food

6 Serve Alcohol

7 Demonstrate Cashier Skills

II Explain General Government Liquor Regulations

1 Identify the Major Categories of Liquor Licenses

2 State the Basic Rules for Serving Minors

3 State Other Legal Aspects of Liquor Control

4 Demonstrate General Techniques for Dealing with Intoxicated Customers

III Apply Sanitation and Safety to Bar Service Area

1 Maintain Cleanliness of Service Area

2 Maintain Floor Area

3 Dispense Ice Safely

4 Monitor/Maintain Bar Equipment Daily

IV Demonstrate Product Knowledge

1 Identify Basic Glassware

2 Identify Basic Categories of Drinks

3 Describe Aperitifs

4 Describe Hiballs

5 Describe Cocktails

6 Describe Dessert Drinks

7 Describe Liqueurs & Brandies

8 Describe Shooters (Pousse Cafe)

9 Describe Specialty Hot Drinks

10 Describe Beers and Ciders

11 Describe Non-Alcoholic Drinks

12 Describe Wine and Champagne

V Organize and Stock Bar

1 Check and Memorize Supplies

2 Stock Glassware

3 Stock Juices, Mixes and Ingredients

4 Prepare Garnishes and Accessories

5 Stock Bar Tools

6 Review Stock of Liquor, Beer, Wine

7 Stock Ice

VI Apply Service Skills

- 1 Handle Glassware Appropriately
- 2 Pour Shots Accurately
- 3 Organize Glassware on Service Line
- 4 Prepare Mixed Drinks
- 5 Increase Speed of Service

VII Demonstrate Cost Control

- 1 Demonstrate Bartender's Role in Business
- 2 Determine Ingredient Costs
- 3 Explain Costing
- 4 Demonstrate Inventory and Stock Control

VIII Explain the Role of Bartender

- 1 What is Bartending?
- 2 Explain Increased Sales as a Goal of Bartending
- 3 Explain the Life-Role Value of a Bartender
- 4 Explain the Procedures Needed to Tend Bar
- 5 Explain the Techniques Needed to Maximize Supervision

IX Maintain Job Satisfaction as a Bartender

- 1 Suggest Changes to Bar Layout
- 2 Create New Drinks
- 3 Emphasize Customer Service
- 4 Maintain Awareness of Industry
- 5 Identify the Types of Trade Publications
- 6 Pursue Other Means of Maintaining Awareness

Developed by:



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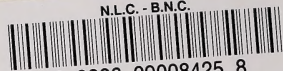
Skill Profile Chart

Barber

Printed April, 1989

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